



Tourism & Events Department
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To: David Scholefield, Chairperson
Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager
Karen Churchard, Tourism & Events Director

Date: March 21, 2017

Subject: Manager Report – Tourism Reports

The following is the March management report.

Bed Tax Collection Report

This report provides a summary of monthly tax collections for the city's transient occupancy tax (bed tax), hotel/motel sales tax and sales tax on miscellaneous retail and restaurant as a percentage change from the same period in the previous year.

In order to compare current bed tax collections to the pre property classification adjustment, table two hotel classification summary now provides a percentage change comparison to current bed tax collections and pre property FY 2015/16 bed tax collections.

Highlights for Business Activity in December 2016

Bed tax collections were up in December (3%) with YTD collections up (13%).
Miscellaneous YTD retail tax collections were up (7%) and Restaurants were up YTD (5%).

Hotel classification December report indicates YTD bed tax collection for resorts (14.7%), full service property (9.9%) and limited property (3.1%) all up.

Highlights for Business Activity in January 2017

Bed tax collections were down in January (-39%) with YTD collections up (2%).
Miscellaneous YTD retail tax collections were up (1%) and Restaurants were down YTD (-3%).

The Arizona Department of Revenue, as of January 1, 2017, is responsible for administration, licensing, and tax collection for all cities and towns in Arizona including the City of Scottsdale. A change in the administration and collection has impacted current reporting methods. Staff will evaluate and provide alternative reporting options.

Hotel classification January report indicates YTD bed tax collection for resorts (9.4%) and full service property (7.0%) are up and limited property (-5.0%) is down.

Tourism Program Special Revenue (Bed Tax) Proforma

The Tourism Program Proforma provides revenue and expenditures for the current and prior fiscal years.

Highlights for March 2017

FY2016/17 event funding expenses have been updated. Changes have been highlighted and include the Thunderbird Veteran's Memorial funding allocation approved by Council on January 24.

Smith Travel Report

The City of Scottsdale contracts annually with Smith Travel Research (STR) to track hotel data (average room rate, occupancy, etc.) in the Scottsdale/Paradise Valley Market Area and its competing destinations.

Highlights for January 2017 (Scottsdale Trend Report-62 properties)

Over the past 12 months occupancy is up (1.2%) average daily rate (\$185.97) is up (3.4%) when compared to the same period last year. Rev par (\$126.32) is up (4.6%).

Segment Trend Report (Transient, Group, Contract-25 properties report)

Over the past 12 months occupancy is down (-1.3) average daily rate (3.2) is up and rev par is up (1.9).

Trend Scottsdale Downtown (15 properties report)

Over the past 12 months occupancy (-2.2%) is down average daily rate (\$152.21) is up (3.8%) and Rev Par (\$106.04) is up (1.5%) when compared to the same period last year.

Staff has completed a review of the STR property inventory. Report indicating changes and proposed regional report will be available in April.

Hotel Performance Indicator Definitions

Occupancy is calculated by rooms sold divided by rooms available multiplied by 100.

Average Daily Rate is calculated by taking room revenue divided by rooms sold.

Rev Par is calculated by dividing room revenue by rooms available.

Program Updates

The following updates are included in the agenda packet or a presentation will be provided.

1. *Tourism Research Program Update*
2. *Special Event Report*
3. *Downtown Tax Revenue Report*

BED TAX COLLECTION REPORT - FY 16/17
Prepared by the City of Scottsdale Tourism Events Department
March 21,2017 (Preliminary)

Item 11a

This report provides a summary of monthly collections of City revenues that reflect activity in the Tourism Industry in Scottsdale. Column one shows the actual month of business activity, not the City receipt of the taxes.

Table 1 reports the bed tax, the hotel/motel sales tax, the sales tax on miscellaneous retail and the sales tax on restaurants as a percentage change from the same period in the previous year.

Table 2 provides Bed Tax collections by hotel classification (Resort, Full Service and Limited Service) and a comparison with the same period last year and FY2015/16 property pre-classification. As a percentage of 8,971 total hotel rooms in the City as of July 2016. Resort hotels represent 43%, Full Service hotels 22%, and Limited Service hotels 35%.

*Bed Tax Classification Table reflects only funds received from a specific month. It does not include late payments received.

Table 1

Tourism Indicators as reflected in Monthly City Sales Tax Revenues
FY16-17 (July 1, 2016 through June 30, 2017) -- Change from the same period last year

Month of Business Activity	Period Share of Annual	FY15/16 Bed Tax Collections	FY16/17 Bed Tax Collections	Room Rev. Tax Change	Hotel/Motel Tax Change	Misc. Retail Sales Tax	Restaurant Tax Change
June	4.4%	\$751,742	\$860,598	14.0%	16.0%	0.0%	1.0%
July	4.0%	\$686,517	\$739,002	8.0%	2.0%	9.0%	7.0%
August	3.6%	\$621,760	\$719,101	16.0%	7.0%	0.0%	6.0%
*September	5.2%	\$889,778	\$1,196,588	34.0%	17.0%	8.0%	6.0%
October	8.1%	\$1,398,632	\$1,557,281	13.0%	11.0%	7.0%	2.0%
November	8.3%	\$1,439,290	\$1,572,604	9.0%	4.0%	15.0%	5.0%
December	6.6%	\$1,135,306	\$1,173,835	3.0%	12.0%	7.0%	5.0%
**January	10.5%	\$1,813,107	\$1,115,043	-39.0%	-25.0%	-43.0%	-47.0%
February	13.4%	\$2,320,417					
March	16.7%	\$2,892,090					
April	11.4%	\$1,977,341					
May	7.8%	\$1,345,248					
Year to date	100.0%	\$17,271,228	\$8,934,052	2.0%	4.0%	1.0%	-3.0%

*September increase was due to market conditions

**Please note that this is the first full month of ADOR collecting taxes. ADOR payments are received weekly.

MONTHLY BED TAX COLLECTION REPORT BY HOTEL CLASSIFICATION - FY 16/17

Prepared by the City of Scottsdale Tourism Events Department

March 21, 2017 (Preliminary)

11b

Table 2

FY16-17 (July 1, 2016 through June 30, 2017) -- Change from the same period last year

Month of Business Activity	Resort Hotels 3,877 Rooms	% Change from FY15/16	Pre Classification Change %	Full-Service Hotels 1,959	% Change from FY15/16	Old Class % Change %	Limited-Service Hotels 3,135 Rooms	% Change from FY15/16	Pre Classification Change %
June	\$537,901	11.6%		\$112,806	-6.5%		\$186,688	11.0%	
July	\$465,735	10.2%		\$86,533	-0.1%		\$157,005	11.8%	
August	\$441,054	11.9%	12.5%	\$95,302	6.9%	7.9%	\$160,596	11.9%	14.6%
September	\$766,079	34.7%	39.1%	\$156,263	12.6%	14.5%	\$226,860	13.9%	13.3%
October	\$1,011,432	10.1%	12.4%	\$213,879	15.9%	8.4%	\$309,882	1.2%	1.0%
November	\$978,984	11.1%	12.2%	\$196,585	17.9%	12.2%	\$303,793	-5.9%	-5.3%
December	\$784,629	14.9%	17.6%	\$127,717	-0.4%	-1.3%	\$227,264	-11.8%	-11.3%
*January	\$972,456	-11.8%	-2.7%	\$201,991	-17.2%	-33.2%	\$298,989	-33.0%	-35.60%
February									
March									
April									
May									
Year to date	\$5,958,270	9.4%	13.0%	\$1,191,076	7.0%	0.8%	\$1,871,077	-5.0%	-5.6%
	66.05%			13.20%			20.74%		

Table 2 report does not include late payment or adjustments

Please note that all of the Taxpayers that make up this report have been reviewed for proper classification and adjustments were made when necessary.

*This is the first full month where the Arizona Department of Revenue did all tax collections.

City of Scottsdale
Tourism Program Proforma
March 21, 2017

Item No. 11c

	2014/15 Actual-Final	2015/16 Actual-Final	2016/17 Estimate
Bed Tax Revenues	\$ 17,047,041	17,396,331	\$ 18,714,000
Princess Lease Revenues	1,786,963	1,531,012	1,600,000
Event Notification Banner Revenues	14,668	17,617	4,176
Event Survey Revenue	7,700	1,400	
TOURISM REVENUES	18,856,372	18,946,360	20,318,176
EXPENSES			
Destination Marketing (50% of bed tax revenues)	(8,523,524)	(8,698,166)	(9,357,000)
General Fund Allocation, maximum of \$1,500,000	(1,500,000)	(1,500,000)	(1,500,000)
Multi-year Commitments for Capital Projects			
• WestWorld debt service (80-acres started FY06/07, ends FY34/35)	(600,000)	(600,000)	(600,000)
• TNEC Equestrian Center debt service (started FY12/13, ends FY32/33)	(1,200,000)	(1,200,000)	(1,200,000)
• Museum of the West debt service (started FY14/15, ends FY33/34)	(432,858)	(889,941)	(900,000)
• TPC renovations debt service (started FY14/15, ends FY33/34)	(513,413)	(900,000)	(900,000)
• DDC debt service (TDC reserved \$600k/yr March 20th, 2012--council has not taken action)	-	-	(600,000)
• Uncommitted (based on projected revenues)	-	-	(3,061,176)
Total Capital Projects	(2,746,271)	(3,589,941)	(7,261,176)
One-time Commitments (available for all categories except General Fund and Marketing) maximum of \$500,000:			
• World Food Championship (Council approved 07-01-2014)	(18,698)	-	-
• Tonto Forest Tour Operators (Council approved 7-2-2014)	(20,000)	(10,000)	-
• International Visitor Committee (Council approved on April 28, 2015)	(75,000)	(75,000)	(75,000)
• Taste of the NFL (Council approved 10-21-14)	(71,016)	-	-
• PRCA Championship Rodeo- 2016 (council approved 01/11/2016) FINAL year of funding	(75,000)	(75,000)	-
• Baseball City (council approved 2-17-15)	(75,000)		
• 2015 Food & Wine Experience Event (Council approved 10-20-15) 1st year of funding		(75,000)	
• Uncommitted	-	-	(425,000)
Total One-time Commitments	(334,714)	(235,000)	(500,000)
Event Retention and Development, maximum of \$1,200,000:			
Uncommitted			(85,568)
Fiesta Bowl (20 yr agreement since 2006)	(287,398)	(298,896)	(310,852)
College Championship Game (Council approved 08-25-15)	-	(250,848)	
AZSBHC Sponsorship Super Bowl (3 year commitment thru FY14/15)	(215,280)	-	-
Competitor Group Marathon Series FY2015/16 final year of funding through new event funding program	(73,585)	(73,645)	
Horse and Horsepower Polo Event (CC approval April 2013) 14/15 final year	(75,000)	-	-
PGA Charles Schwab Cup Championship (council approved 07-01-15) 2016 Final Year	(75,000)	(75,000)	(75,000)
NCAA Men's Final Four (council approved 09-13-16) 1st Year			(150,000)
2017 Off Road Expo (Council approved 07-06-16) 1st year			(75,000)
2016 Food & Wine Experience (council 10-25-16) 2nd year of funding			(82,500)
2016 Grand Prix Event (council 10-25-16) 1st year			(48,062)
2017 Parada del Sol Parade (council approved 1/24/17) 1st year in this program			(64,400)
Matching Event Advertising Funding Program	(117,756)	(98,175)	(105,000)
Event Notification Program	(17,904)	(17,455)	(4,176)
Event Venue Fee Program	(19,324)	(9,089)	(24,757)
Community Events Program	(128,000)	(194,000)	(174,686)
Total Events	(1,009,247)	(1,017,108)	(1,200,000)
Administrative/Other Professional Services, maximum of \$500,000:			
Administrative Expenses	(172,414)	(285,991)	(310,000)
Tourism Research	(37,655)	(53,400)	(90,000)
5-yr Tourism Strategic Plan	(99,948)	(99,912)	(100,000)
Total Admin/Other	(310,017)	(439,303)	(500,000)
TOTAL EXPENSES	(14,423,774)	(15,479,517)	(20,318,176)
CURRENT YEAR UNSPENT (moves to carryover at year end)	\$ 4,432,598	\$ 3,466,843	\$ -

CARRYOVER BALANCE:			
Beginning Balance	\$ 9,245,189	\$ 9,787,519	\$ 10,433,004
Additions			
Current year unspent carryover (from above)	4,432,598	3,466,843	
Uses			
Trolley Expenses	(239,082)	(300,000)	(300,000)
Hospitality Trolley Marketing	(30,000)	-	-
Desert Discovery Phase III (Council approved 4-2012)	-	-	-
Tourism Strategic Plan (Council approved 5-14-13)	(104,936)	(200,863)	(319,201)
Tourism Strategic Plan (Council approved 10-10-16)			(745,000)
Museum of the West construction (Council approved 4-8-14)	(400,000)	-	-
TPC construction (Council approved during FY14/15 budget process)	(315,000)	-	-
TNEC construction (Council approved 10-7-14)	(1,115,000)	-	-
TNEC art project (Council approved 4-8-14)	(380,000)	-	-
Museum of the West 5-yr donation match (up to \$400k/year thru FY17/18)	(766,250)	(399,979)	(800,000)
Museum of the West Gallery/Marketing Project (Council approved 2/23/16)			(500,000)
Fiesta Bowl Rugby Event (council approved 01/11/16) - 2nd year of funding	(65,000)	(73,616)	
DDC Business Plan & Feasibility Study (council approved 01/11/16)		(1,696,900)	-
2017 & 2018 NCHA Western National Championship Bid (council approved 3/15/16)			(60,000)
ESPN FanFest Scottsdale (Council approved 6-3-14)	(475,000)	-	-
Bed Tax Stabilization Policy Fund (TDC reserved \$2.6 mill January 19, 2016--council has not taken action)			(2,600,000)
Downtown Event Activation (Council approved 6-7-16)			(300,000)
Ambient Lighting (Council approved 6-7-16)			(520,000)
WestWorld Municipal Use Site Plan (goes to council 11-28-16 -- no action taken)			(150,000)
Thunderbird Veterans Memorial (council approved 1/24/17)			(412,500)
Civic Center Mall Design Review Plan		(150,000)	-
Ending Balance	\$ 9,787,519	\$ 10,433,004	\$ 3,726,303

* \$366,250 of the Museum Match in FY14/15 is related to matches from the FY13/14 time period but will be paid in FY14/15.



Item 11d

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City of Scottsdale, AZ

For the Month of January 2017

Date Created: Feb 16, 2017

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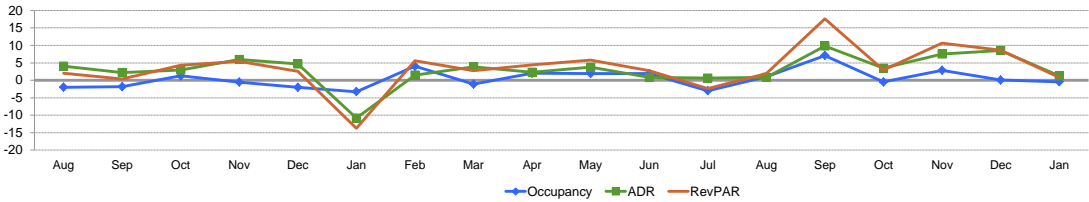


Tab 2 - Trend Scottsdale AZ+

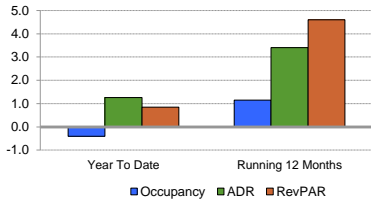
City of Scottsdale, AZ
For the Month of January 2017

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2015					2016												2017	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
	This Year	53.6	58.0	70.4	68.6	56.8	70.6	84.7	89.3	78.8	68.0	59.7	52.5	54.2	62.1	70.0	70.6	56.8	70.3
	Last Year	54.7	59.0	69.5	68.9	58.0	73.0	81.4	90.3	77.2	66.7	58.5	54.1	53.6	58.0	70.4	68.6	56.8	70.6
Percent Change	-2.0	-1.8	1.3	-0.5	-2.0	-3.2	4.0	-1.1	2.0	1.9	2.0	-3.0	1.1	7.1	-0.5	2.9	0.1	-0.4	

ADR	2015					2016												2017	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
	This Year	104.14	143.73	181.84	177.54	157.84	219.41	240.47	266.41	211.24	165.51	118.66	109.35	105.03	157.86	188.12	190.92	171.32	222.18
	Last Year	100.10	140.60	176.58	167.54	150.78	246.01	236.89	256.40	206.47	159.51	117.72	108.66	104.14	143.73	181.84	177.54	157.84	219.41
Percent Change	4.0	2.2	3.0	6.0	4.7	-10.8	1.5	3.9	2.3	3.8	0.8	0.6	0.9	9.8	3.5	7.5	8.5	1.3	

RevPAR	2015					2016												2017	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
	This Year	55.86	83.31	127.96	121.78	89.66	154.88	203.70	237.81	166.40	112.54	70.81	57.41	56.94	98.01	131.75	134.71	97.38	156.20
	Last Year	54.78	83.02	122.71	115.50	87.40	179.48	192.91	231.47	159.40	106.40	68.90	58.80	55.86	83.31	127.96	121.78	89.66	154.88
Percent Change	2.0	0.3	4.3	5.4	2.6	-13.7	5.6	2.7	4.4	5.8	2.8	-2.4	1.9	17.6	3.0	10.6	8.6	0.9	

Supply	2015					2016												2017	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
	This Year	376,247	373,890	386,353	370,770	383,129	383,129	346,052	383,129	371,790	387,438	374,940	387,469	383,098	370,740	383,315	370,950	383,315	383,377
	Last Year	386,849	374,370	386,074	373,620	386,074	386,539	349,132	386,446	373,980	386,477	373,890	376,247	376,247	373,890	386,353	370,770	383,129	383,129
Percent Change	-2.7	-0.1	0.1	-0.8	-0.8	-0.9	-0.9	-0.9	-0.6	0.2	0.3	3.0	1.8	-0.8	-0.8	0.0	0.0	0.1	

Demand	2015					2016												2017	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
	This Year	201,831	216,725	271,888	254,311	217,634	270,453	293,130	342,002	292,867	263,453	223,739	203,419	207,673	230,185	268,456	261,725	217,873	269,529
	Last Year	211,690	221,060	268,287	257,556	223,794	282,006	284,312	348,870	288,726	257,799	218,842	203,613	201,831	216,725	271,888	254,311	217,634	270,453
Percent Change	-4.7	-2.0	1.3	-1.3	-2.8	-4.1	3.1	-2.0	1.4	2.2	2.2	-0.1	2.9	6.2	-1.3	2.9	0.1	-0.3	

Revenue	2015					2016												2017	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
	This Year	21,018,907	31,148,977	49,439,396	45,150,788	34,351,800	59,340,273	70,490,340	91,111,856	61,865,067	43,603,088	26,549,929	22,243,699	21,812,728	36,336,318	50,502,109	49,969,233	37,326,191	59,885,275
	Last Year	21,190,850	31,080,928	47,374,494	43,152,041	33,744,242	69,376,013	67,351,323	89,449,798	59,611,964	41,121,223	25,761,355	22,123,986	21,018,907	31,148,977	49,439,396	45,150,788	34,351,800	59,340,273
Percent Change	-0.8	0.2	4.4	4.6	1.8	-14.5	4.7	1.9	3.8	6.0	3.1	0.5	3.8	16.7	2.1	10.7	8.7	0.9	

Census %	2015					2016												2017
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
	Census Props	60	61	61	61	61	61	61	61	61	61	61	60	60	60	60	60	60
	Census Rooms	12137	12463	12463	12359	12359	12359	12359	12359	12393	12498	12498	12499	12358	12358	12365	12365	12365
% Rooms Participants	97.2	97.3	96.3	97.2	97.2	97.2	97.2	97.3	97.3	97.3	97.3	96.2	97.2	97.2	97.3	97.3	97.3	95.3

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Source 2017 STR, Inc.

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Tab 3 - Response Scottsdale AZ+

City of Scottsdale, AZ
For the Month of January 2017

							2015												2016												2017																					
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D									
11338	The Unbound Collection Royal Palms Resort & Spa	Phoenix, AZ	85018	Jul 2016	Jun 1948	119	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				
61737	Courtyard Scottsdale Salt River	Scottsdale, AZ	85250	Apr 2012	Apr 2012	158		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
10025	DoubleTree Paradise Valley Resort Scottsdale	Scottsdale, AZ	85250	Jul 1995	Jun 1984	378		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
9489	Embassy Suites Scottsdale Resort	Scottsdale, AZ	85250	Jul 2016	Nov 1980	312	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
9678	Hilton Scottsdale Resort & Villas	Scottsdale, AZ	85250	Jan 2000	Jan 1973	235	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
40	The Scottsdale Inn	Scottsdale, AZ	85250	Oct 2016	Dec 1970	215	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
32665	aloft Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jan 1996	126	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
56174	Best Western Plus Sundial	Scottsdale, AZ	85251	Jul 2011	Mar 2009	54		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
18808	Closed - Travelodge Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jun 1972	0	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
32389	Comfort Suites Old Town Scottsdale	Scottsdale, AZ	85251	Jan 1996	Jan 1996	60		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
37904	Courtyard Scottsdale Old Town	Scottsdale, AZ	85251	May 1999	May 1999	180		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
31968	Extended Stay America Phoenix Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2013	Aug 1995	121		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
38821	Hilton Garden Inn Scottsdale Old Town	Scottsdale, AZ	85251	Aug 1999	Aug 1999	199		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
34598	Holiday Inn Express & Suites Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2003	Feb 1998	169	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
7555	Hotel Valley Ho	Scottsdale, AZ	85251	Dec 2005	Jun 1953	240	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
8073	Howard Johnson Scottsdale	Scottsdale, AZ	85251	Mar 2012	Jun 1966	65	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
36698	Hyatt House Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2012	Oct 1998	164		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
34426	Hyatt Place Scottsdale Old Town	Scottsdale, AZ	85251	Sep 2006	Dec 1998	126	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
26577	Luxury Collection The Phoenician	Scottsdale, AZ	85251	Jun 1994	Oct 1988	645	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
12031	Marriott Scottsdale Suites Old Town	Scottsdale, AZ	85251	May 1988	May 1988	243		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
6251	Motel 6 Scottsdale	Scottsdale, AZ	85251	May 1967	May 1967	122		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
20969	Rodeway Inn Old Town Scottsdale	Scottsdale, AZ	85251	Nov 2015	Jun 1979	21	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
9113	The Saguaro Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jun 1975	194	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
11348	The Scott Resort & Spa	Scottsdale, AZ	85251	Apr 2016	Jun 1961	204		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
57164	W Hotel Scottsdale	Scottsdale, AZ	85251	Sep 2008	Sep 2008	230	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
31031	Closed - Hampton Inn Phoenix Scottsdale @ Shea Boulevard	Scottsdale, AZ	85253	Aug 2016	Jan 1995	0	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
33091	Homewood Suites Phoenix Scottsdale	Scottsdale, AZ	85253	Aug 1997	Aug 1997	114		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
6769	JW Marriott Camelback Inn Scottsdale Resort & Spa	Scottsdale, AZ	85253	Sep 1967	Jun 1936	453		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•										

Tab 3 - Response Scottsdale AZ+

City of Scottsdale, AZ
For the Month of January 2017

								2015												2016												2017											
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D

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Tab 4 - Seg Trend Scottsdale AZ+

City of Scottsdale, AZ

For the Month of January 2017

Currency: USD - US Dollar

		This Year												Percent Change (%)											
		Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR (%)				RevPAR (%)			
Current Month		Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
2015	Aug	45.2	13.4	0.1	58.6	123.96	106.61	78.39	119.95	55.97	14.28	0.04	70.29	3.3	-16.1	15.1	-1.9	2.6	8.7	-49.5	4.5	6.0	-8.8	-41.9	2.6
	Sep	36.3	23.3	0.0	59.7	167.16	182.43	93.14	173.09	60.68	42.57	0.03	103.29	13.9	-19.4	-29.8	-2.0	2.9	4.6	-36.7	2.9	17.2	-15.8	-55.6	0.9
	Oct	35.8	35.4	0.0	71.2	211.32	238.15	75.77	224.60	75.64	84.33	0.02	159.99	-0.8	0.0	-17.0	-0.4	2.4	6.2	-41.8	4.4	1.6	6.2	-51.7	4.0
	Nov	38.6	32.0	0.1	70.6	215.93	220.47	84.01	217.87	83.25	70.53	0.06	153.84	-6.6	11.5	-1.1	0.8	6.7	5.5	-10.4	6.3	-0.4	17.6	-11.4	7.1
	Dec	39.5	18.3	0.2	58.0	199.70	183.94	86.83	194.38	78.88	33.67	0.15	112.70	-4.1	-1.9	0.0	-3.4	4.0	5.5	-6.0	4.4	-0.3	3.4	-6.1	0.8
2016	Jan	32.9	39.2	0.0	72.1	275.90	253.18	0.00	263.43	90.81	99.25	0.00	190.06	8.9	-13.4	-37.8	-4.5	-4.1	-13.5	-100.0	-9.3	4.5	-25.0	-100.0	-13.3
	Feb	39.3	47.1	0.0	86.4	302.86	282.41	84.67	291.64	119.13	132.93	0.03	252.09	-3.0	8.7	3.2	3.1	6.0	-1.3	-21.0	2.0	2.8	7.3	-18.4	5.1
	Mar	57.8	32.0	0.4	90.3	338.77	294.81	194.90	322.52	195.91	94.36	0.81	291.08	6.3	-12.8	269.8	-1.1	1.8	4.8	121.5	3.5	8.2	-8.6	719.1	2.4
	Apr	40.6	39.2	0.1	79.9	264.72	259.95	67.40	262.24	107.52	101.93	0.04	209.49	-9.2	7.6	-28.1	-1.7	3.0	3.6	-22.6	3.2	-6.5	11.5	-44.4	1.5
	May	40.4	28.8	0.1	69.2	196.74	210.95	73.15	202.56	79.43	60.73	0.04	140.20	0.1	-4.9	5.2	-2.1	5.6	5.6	-8.6	5.5	5.7	0.4	-3.9	3.3
	Jun	39.4	22.5	0.1	62.0	138.90	137.53	79.30	138.35	54.78	30.89	0.05	85.72	3.3	-5.7	103.2	-0.1	-0.1	3.9	-5.0	1.4	3.2	-2.0	93.1	1.2
	Jul	39.3	15.5	0.0	54.8	132.20	115.70	78.96	127.49	51.90	17.98	0.03	69.91	-7.6	-7.3	0.6	-7.5	-0.1	3.5	2.8	0.8	-7.7	-4.1	3.5	-6.8
	Aug	40.4	14.9	0.0	55.4	124.69	107.34	84.22	119.98	50.38	16.03	0.03	66.44	-10.5	11.5	-31.3	-5.5	0.6	0.7	7.4	0.0	-10.0	12.3	-26.1	-5.5
	Sep	34.6	28.2	0.0	62.9	185.84	200.32	86.04	192.28	64.32	56.51	0.03	120.86	-4.7	20.9	14.9	5.3	11.2	9.8	-7.6	11.1	6.0	32.8	6.1	17.0
	Oct	34.5	35.0	0.0	69.6	228.24	232.98	71.02	230.57	78.82	81.54	0.02	160.38	-3.5	-1.2	-19.9	-2.4	8.0	-2.2	-6.3	2.7	4.2	-3.3	-24.9	0.2
	Nov	39.0	33.0	0.1	72.1	231.89	228.44	87.74	230.11	90.45	75.28	0.09	165.82	1.2	3.0	57.4	2.1	7.4	3.6	4.4	5.6	8.6	6.7	64.4	7.8
	Dec	40.8	16.8	0.2	57.7	219.28	184.73	79.03	208.81	89.37	30.95	0.14	120.46	3.2	-8.5	3.1	-0.5	9.8	0.4	-9.0	7.4	13.3	-8.1	-6.2	6.9
2017	Jan	29.6	40.9	0.5	71.1	264.67	259.30	82.48	260.26	78.46	106.07	0.42	184.96	-9.9	4.3	1384.2	-1.5	-4.1	2.4	0.0	-1.2	-13.6	6.9	0.0	-2.7

Year To Date												Percent Change (%)													
2015	Jan	30.2	45.2	0.1	75.5	287.72	292.53	99.01	290.47	86.93	132.36	0.06	219.34	-8.5	17.8	-25.0	5.6	30.2	28.8	-20.2	29.5	19.1	51.7	-40.2	36.8
2016	Jan	32.9	39.2	0.0	72.1	275.90	253.18	0.00	263.43	90.81	99.25	0.00	190.06	8.9	-13.4	-37.8	-4.5	-4.1	-13.5	-100.0	-9.3	4.5	-25.0	-100.0	-13.3
2017	Jan	29.6	40.9	0.5	71.1	264.67	259.30	82.48	260.26	78.46	106.07	0.42	184.96	-9.9	4.3	1384.2	-1.5	-4.1	2.4	0.0	-1.2	-13.6	6.9	0.0	-2.7

Running 12 Month												Percent Change (%)													
2015	Jan	39.8	29.4	0.1	69.2	201.31	214.45	116.06	206.80	80.03	63.06	0.09	143.17	3.1	5.3	-85.8	3.3	9.8	5.2	-27.3	7.9	13.2	10.8	-89.7	11.5
2016	Jan	40.8	29.1	0.1	69.9	213.28	221.66	81.60	216.65	86.93	64.44	0.05	151.42	2.5	-1.1	-19.9	1.0	5.9	3.4	-29.7	4.8	8.6	2.2	-43.7	5.8
2017	Jan	39.6	29.3	0.1	69.0	221.66	226.48	110.92	223.49	87.81	66.27	0.14	154.23	-2.8	0.6	113.5	-1.3	3.9	2.2	35.9	3.2	1.0	2.8	190.1	1.9

A blank row indicates insufficient data.

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Tab 5 - Seg Trend Raw Scottsdale AZ+

City of Scottsdale, AZ

For the Month of January 2017

Currency: USD - US Dollar

		This Year									Last Year								
		Supply	Demand				Revenue				Supply	Demand				Revenue			
Current Month		Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
2015	Aug	201,314	90,896	26,958	105	117,959	11,267,419	2,873,890	8,231	14,149,540	212,288	92,797	33,885	96	126,778	11,210,422	3,323,588	14,946	14,548,956
	Sep	204,600	74,276	47,743	72	122,091	12,415,851	8,709,612	6,706	21,132,169	205,440	65,458	59,501	103	125,062	10,636,770	10,381,626	15,153	21,033,549
	Oct	211,420	75,671	74,864	66	150,601	15,991,010	17,828,937	5,028	33,824,975	211,513	76,289	74,923	80	151,292	15,741,636	16,796,634	10,407	32,548,677
	Nov	200,850	77,436	64,255	132	141,823	16,720,982	14,166,197	11,089	30,898,268	204,690	84,538	58,719	136	143,393	17,107,053	12,273,930	12,751	29,393,734
	Dec	207,545	81,980	37,988	360	120,328	16,371,205	6,987,340	31,258	23,389,803	211,513	87,150	39,471	367	126,988	16,732,790	6,884,550	33,910	23,651,250
2016	Jan	207,545	68,308	81,363	72	149,743	18,846,450	20,599,687	0	39,446,137	211,513	63,903	95,699	118	159,720	18,386,354	27,995,301	11,683	46,393,338
	Feb	187,460	73,739	88,237	62	162,038	22,332,440	24,918,897	5,232	47,256,569	191,044	77,451	82,711	61	160,223	22,131,621	23,663,539	6,534	45,801,694
	Mar	207,545	120,023	66,430	860	187,313	40,660,087	19,584,303	167,611	60,412,001	211,513	115,116	77,633	237	192,986	38,291,429	21,839,146	20,854	60,151,429
	Apr	204,630	83,113	80,240	114	163,467	22,002,032	20,858,548	7,703	42,868,283	204,690	91,610	74,581	159	166,350	23,536,765	18,709,923	13,848	42,260,536
	May	214,706	86,687	61,811	111	148,609	17,054,638	13,038,999	8,120	30,101,757	211,544	85,361	64,047	104	149,512	15,903,169	12,800,100	8,326	28,711,595
	Jun	207,780	81,938	46,667	130	128,735	11,381,521	6,418,162	10,309	17,809,992	204,600	78,119	48,731	63	126,913	10,864,687	6,451,500	5,258	17,321,445
	Jul	214,737	84,307	33,361	73	117,741	11,145,575	3,859,972	5,764	15,011,311	201,314	85,549	33,751	68	119,368	11,319,370	3,774,189	5,223	15,098,782
	Aug	214,737	86,769	32,069	77	118,915	10,818,891	3,442,151	6,485	14,267,527	201,314	90,896	26,958	105	117,959	11,267,419	2,873,890	8,231	14,149,540
	Sep	207,810	71,921	58,624	84	130,629	13,366,150	11,743,562	7,227	25,116,939	204,600	74,276	47,743	72	122,091	12,415,851	8,709,612	6,706	21,132,169
	Oct	214,737	74,161	75,152	54	149,367	16,926,445	17,508,893	3,835	34,439,173	211,420	75,671	74,864	66	150,601	15,991,010	17,828,937	5,028	33,824,975
	Nov	207,810	81,058	68,480	215	149,753	18,796,509	15,643,712	18,864	34,459,085	200,850	77,436	64,255	132	141,823	16,720,982	14,166,197	11,089	30,898,268
	Dec	214,737	87,518	35,981	384	123,883	19,190,762	6,646,847	30,346	25,867,955	207,545	81,980	37,988	360	120,328	16,371,205	6,987,340	31,258	23,389,803
2017	Jan	214,799	63,676	87,868	1,106	152,650	16,853,232	22,783,839	91,223	39,728,294	207,545	68,308	81,363	72	149,743	18,846,450	20,599,687	0	39,446,137

Year To Date										
2015	Jan	211,513	63,903	95,699	118	159,720	18,386,354	27,995,301	11,683	46,393,338
2016	Jan	207,545	68,308	81,363	72	149,743	18,846,450	20,599,687	0	39,446,137
2017	Jan	214,799	63,676	87,868	1,106	152,650	16,853,232	22,783,839	91,223	39,728,294

212,288	70,119	81,515	158	151,792	15,493,469	18,520,626	19,597	34,033,692		
211,513	63,903	95,699	118	159,720	18,386,354	27,995,301	11,683	46,393,338		
207,545	68,308	81,363	72	149,743	18,846,450	20,599,687	0	39,446,137		

Running 12 Month										
2015	Jan	2,496,445	992,400	734,032	1,900	1,728,332	#####	#####	220,568	#####
2016	Jan	2,457,979	1,001,773	714,625	1,499	1,717,897	#####	#####	122,355	#####
2017	Jan	2,511,488	994,910	734,920	3,270	1,733,100	#####	#####	362,719	#####

2,484,003	957,500	693,528	13,291	1,664,319	#####	#####	2,121,470	#####		
2,496,445	992,400	734,032	1,900	1,728,332	#####	#####	220,568	#####		
2,457,979	1,001,773	714,625	1,499	1,717,897	#####	#####	122,355	#####		

A blank row indicates insufficient data.

Source 2017 STR, Inc.

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City of Scottsdale, AZ
For the Month of January 2017

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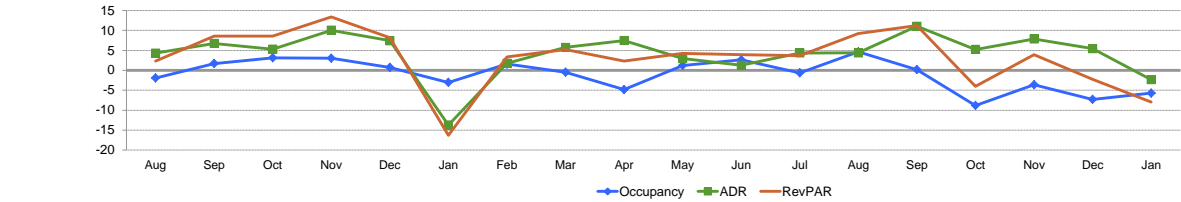
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Tab 7 - Trend Scottsdale Downtown+

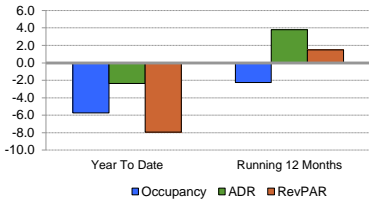
City of Scottsdale, AZ
For the Month of January 2017

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2015					2016												2017	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
	This Year	55.5	66.7	79.2	75.7	62.2	73.7	86.4	91.7	76.3	70.1	63.2	54.7	58.1	66.8	72.3	73.0	57.7	69.5
	Last Year	56.6	65.6	76.8	73.5	61.7	76.0	85.0	92.2	80.2	69.2	61.6	55.0	55.5	66.7	79.2	75.7	62.2	73.7
Percent Change	-1.9	1.7	3.1	3.0	0.7	-3.0	1.6	-0.5	-4.8	1.2	2.6	-0.6	4.6	0.2	-8.8	-3.6	-7.3	-5.7	

ADR	2015					2016												2017	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
	This Year	90.63	117.96	142.40	142.95	125.14	183.05	197.09	233.80	168.93	133.07	101.57	95.42	94.59	130.97	149.86	154.19	131.95	178.75
	Last Year	86.89	110.52	135.24	129.90	116.50	212.09	193.66	221.12	157.17	129.25	100.32	91.44	90.63	117.96	142.40	142.95	125.14	183.05
Percent Change	4.3	6.7	5.3	10.0	7.4	-13.7	1.8	5.7	7.5	3.0	1.2	4.4	4.4	11.0	5.2	7.9	5.4	-2.3	

RevPAR	2015					2016												2017	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
	This Year	50.34	78.66	112.82	108.27	77.81	134.94	170.20	214.43	128.93	93.26	64.15	52.19	54.97	87.49	108.30	112.55	76.08	124.23
	Last Year	49.20	72.46	103.89	95.49	71.91	161.20	164.66	203.80	126.03	89.48	61.75	50.33	50.34	78.66	112.82	108.27	77.81	134.94
Percent Change	2.3	8.6	8.6	13.4	8.2	-16.3	3.4	5.2	2.3	4.2	3.9	3.7	9.2	11.2	-4.0	4.0	-2.2	-7.9	

Supply	2015					2016												2017
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
	This Year	71,052	68,760	71,052	65,010	67,177	67,177	60,676	67,177	68,790	71,083	68,790	71,083	68,790	71,083	68,790	71,083	71,083
	Last Year	71,021	68,730	71,021	68,730	71,021	71,021	64,148	71,021	68,730	71,052	68,760	71,052	68,760	71,052	65,010	67,177	67,177
Percent Change	0.0	0.0	0.0	-5.4	-5.4	-5.4	-5.4	-5.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	5.8	5.8	5.8

Demand	2015					2016												2017	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
	This Year	39,461	45,852	56,291	49,238	41,770	49,519	52,399	61,612	52,500	49,818	43,448	38,878	41,312	45,953	51,369	50,215	40,986	49,402
	Last Year	40,215	45,059	54,557	50,525	43,837	53,980	54,543	65,459	55,114	49,190	42,323	39,111	39,461	45,852	56,291	49,238	41,770	49,519
Percent Change	-1.9	1.8	3.2	-2.5	-4.7	-8.3	-3.9	-5.9	-4.7	1.3	2.7	-0.6	4.7	0.2	-8.7	2.0	-1.9	-0.2	

Revenue	2015					2016												2017	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
	This Year	3,576,520	5,408,731	8,015,865	7,038,741	5,226,987	9,064,533	10,327,061	14,404,997	8,868,965	6,629,517	4,413,124	3,709,892	3,907,782	6,018,523	7,698,169	7,742,506	5,408,030	8,830,719
	Last Year	3,494,170	4,980,125	7,378,321	6,563,362	5,106,913	11,448,380	10,562,905	14,474,081	8,662,356	6,357,885	4,245,786	3,576,228	3,576,520	5,408,731	8,015,865	7,038,741	5,226,987	9,064,533
Percent Change	2.4	8.6	8.6	7.2	2.4	-20.8	-2.2	-0.5	2.4	4.3	3.9	3.7	9.3	11.3	-4.0	10.0	3.5	-2.6	

Census %	2015					2016												2017	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
	Census Props	15	15	15	14	14	14	14	14	15	15	15	15	15	15	15	15	15	15
	Census Rooms	2292	2292	2292	2167	2167	2167	2167	2167	2293	2293	2293	2293	2293	2293	2293	2293	2293	2293
% Rooms Participants	100.0	100.0	94.5	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

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Source 2017 STR, Inc.

Tab 8 - Response Scottsdale Downtown+

City of Scottsdale, AZ
For the Month of January 2017

								2015												2016												2017														
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D			
32665	aloft Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jan 1996	126	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	◦	•	•	•	•	•	•	•	•	•	•													
56174	Best Western Plus Sundial	Scottsdale, AZ	85251	Jul 2011	Mar 2009	54		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•														
32389	Comfort Suites Old Town Scottsdale	Scottsdale, AZ	85251	Jan 1996	Jan 1996	60		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•														
37904	Courtyard Scottsdale Old Town	Scottsdale, AZ	85251	May 1999	May 1999	180		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•														
31968	Extended Stay America Phoenix Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2013	Aug 1995	121		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
38821	Hilton Garden Inn Scottsdale Old Town	Scottsdale, AZ	85251	Aug 1999	Aug 1999	199		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•														
34598	Holiday Inn Express & Suites Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2003	Feb 1998	169	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
7555	Hotel Valley Ho	Scottsdale, AZ	85251	Dec 2005	Jun 1953	240	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
8073	Howard Johnson Scottsdale	Scottsdale, AZ	85251	Mar 2012	Jun 1966	65	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
36698	Hyatt House Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2012	Oct 1998	164		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
34426	Hyatt Place Scottsdale Old Town	Scottsdale, AZ	85251	Sep 2006	Dec 1998	126	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
12031	Marriott Scottsdale Suites Old Town	Scottsdale, AZ	85251	May 1988	May 1988	243		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
6251	Motel 6 Scottsdale	Scottsdale, AZ	85251	May 1967	May 1967	122		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
9113	The Saguaro Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jun 1975	194	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
57164	W Hotel Scottsdale	Scottsdale, AZ	85251	Sep 2008	Sep 2008	230	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
			Total Properties:		15	2293	<div>◦ - Monthly data received by STR</div> <div>• - Monthly and daily data received by STR</div> <div>Blank - No data received by STR</div> <div>Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report</div>																																							

A blank row indicates insufficient data.

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Source 2017 STR, Inc.

Tab 9 - Help

All data is processed by STR using both the current and historical sampling of hotels.
For further questions about the methodology used to produce our reports, please email destin@str.com.

Average Daily Rate (ADR)

Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

Contract Rooms

Contract rooms are occupied at rates stipulated by contracts – such as for airline crews and permanent guests. Room allotments that do not require guaranteed use or payment should not be classified as contract.
Rooms sold under such allotments should be classified as transient.

Country

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition.
It is typically recognized by the International Organization for Standardization (ISO).

Custom Segments

Defined by a + at the end of the segment name. If a custom segment is based on a selected group of properties, new properties that come into the area will NOT automatically be added to this segment.
The new property can be added alone as long as it has no more than five months of data. Once the property has six or more months of data it is considered an established property, requiring a two property change (add one/drop one or add two).

Demand (Rooms Sold)

The number of rooms sold or rented (excludes complimentary rooms).

Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from Oanda.com.
Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

Group Rooms

Group rooms are sold simultaneously in blocks of a minimum of ten rooms or more (e.g. group tours, domestic and international groups, association, convention and corporate groups).

Index

Index (Occupancy, ADR, RevPar) - Property performance divided by competitive set performance multiplied by 100.
Internationally, indexes are also referred to as MPI – Market Penetration Index (Occupancy Index), ARI – Average Rate Index (ADR Index), and RGI – Revenue/RevPAR Generation Index (RevPAR Index).

Market

A geographic area within a country. Markets are defined by STR and STR Global.

Occupancy (Occ)

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as $((TY - LY) / LY) * 100$.

Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

RevPAR (Revenue Per Available Room)

Room revenue divided by rooms available.

Sample or % Room Participants

The percent of rooms from which STR receives data. Calculated as $(\text{Sample Rooms} / \text{Census Rooms}) * "100"$

Sub-Market

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

Supply (Rooms Available)

The number of rooms times the number of days in the period.

Transient Rooms

Transient rooms include rooms occupied by those with reservations at rack, corporate, corporate negotiated, package, government, or foreign traveler rates.
Also includes occupied rooms booked via third party web sites (exception: simultaneous bookings of ten or more rooms which should be defined as group).

Twelve Month Moving Average



Tourism & Events Department
7506 E. Indian School Rd.
Scottsdale, AZ 85251
480-312-4013
www.ScottsdaleAz.gov

To: David Scholefield, Chairperson
Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: March 21, 2017

Subject: City Tourism Research Program

The following outlines the city's tourism research program. The purpose of tourism research is to provide guidance as to where and how tourism development funds should be invested so as to maximize Scottsdale as a tourist destination and the city's return on investment.

Tourism research is one of the four components of Scottsdale's Tourism Development program. The city's tourism research program provides the city and its stakeholders an understanding of the interests and motivations of the Scottsdale visitor in order to plan, develop, and market an appealing product going forward.

Tourism research includes the following:

- Tracking Scottsdale hotel market trends (occupancy, room rate, new developments)
- Understanding the demographic profile, interests, and motivations of Scottsdale visitors
- Identifying future visitor needs and expectations to guide policies, strategies, and product development opportunities
- Estimating the economic impact of tourism events and venues within the City

Lodging Market Data

The City of Scottsdale currently contracts annually with Smith Travel Research (STR) to track hotel data in the Scottsdale market area. STR currently provides three types of reports on a monthly basis:

- Market Area Data
- Business Segmentation Report

- Downtown Report

Staff has recently evaluated the STR property inventory set and will soon be providing a Scottsdale market area regional data report.

Visitor Related Research

The city's tourism and events department contracts with Longwoods International to conduct the Travel USA report. The study provides an annual overview of the Scottsdale tourism domestic market and is conducted using a cross section of 500,000 panel members which provides national travel data analysis and how it relates to the Scottsdale destination. The primary objectives of the report is to determine travel patterns, characteristics, spending and trip activities of Scottsdale leisure and business visitors. Typically the report is available in June.

Research Projects

The Tourism Development program periodically conducts projects ranging from strategic plan development to researching a specific segment of Scottsdale's tourism market.

One example, the tourism strategic plan is conducted periodically to effectively understand the continually evolving tourism market and to provide a framework to guide future tourism development programs. The Tourism Development Strategic Plan is required by ordinance

In addition to the strategic plan, third-party resources can be and have been used for various research projects. These projects can include tasks such as leading stakeholder strategy and vision discussions, and conducting one-time tourism market research surveys.

Economic Impact Studies

In order to make informed decisions as to investment opportunities in tourism, as well as to ensure that the community understands the tremendous value that the tourism industry provides to Scottsdale, the city produces economic impact estimates for both tourism events and tourism venues.

Tourism economic impact estimates relevant to the City of Scottsdale's Tourism Development program include the following:

- Event Intercept Studies
- Regional Economic Impact Studies
- Staff-Generated Event Economic Impact Estimates
- Tourism Venue Impact Studies

Tourism Industry Impact Studies

Each year the Tourism and Events staff generates a Scottsdale/Paradise Valley Tourism Study. The study analyzes Scottsdale tourism data and estimates for the overall impact of tourism on the city, as well as a cost-benefit analysis of tourism.

The study is separated in to two sections that are produced annually, with each part focusing on a specific aspect of tourism in the Scottsdale/Paradise Valley Market Area.

- Part I: Lodging Statistics
- Part II: Visitor Statistics

The Lodging Statistics report is typically produced in July of each year, the Lodging Statistics report focuses on trends in occupancy, tax collections, hotel room inventory, average room rates, hotel occupancy rates, and other factors relating to Scottsdale lodging trends. The report is designed to provide relevant data relating to the lodging industry for developers, local hoteliers, financing agencies, and other groups with an interest in Scottsdale's hospitality industry trends.

The Visitor Statistics part of the study is typically produced in August of each year and focuses on analyzing trends relating to Scottsdale tourists themselves. This report examines the total number of domestic tourists who visit Scottsdale, their spending patterns and socio-demographic profiles, and the overall economic impact of the tourism industry to the study area. This report is produced with the assistance of Applied Economics.

Tourism Research Program Considerations

The primary focus of the city tourism research program has been identifying and reporting domestic tourism data. To date international visitor data has been limited mostly due to inabilities to accurately collect Scottsdale international data. City staff is working with Experience Scottsdale to identify international research collection methods and anticipates providing Scottsdale international data in the near future.



Tourism & Events Department
 7506 E. Indian School Road
 Scottsdale, AZ 85251
 Karen Churchard, Director
 480.312.2890

To: Honorable Mayor and City Council, Tourism Development Commission
 From: Karen Churchard, Tourism & Events Director
 Date: March 15, 2017
 Subject: Comparison of Special Event Applications and Permits/Fees

Here is an overview and year-over-year comparison of special event applications and permit fees for July 1 to Dec. 31 of 2015 and 2016. The Special Event Ordinance took effect July 1, 2016. At the end of the first year, we will prepare another report and send to you.

Table 1. Special Event Application Comparisons

	July-Dec. 2015	July-Dec. 2016	Change
Applications Received	137	118	-14%
Applications Approved	126	89	-29%
Applications Denied	1	6	500%
Applications Withdrawn	10	10	0%
Applications Not Required	0	10	-
Applications Expired/No Decision	0	3	-

Notes:

- Applications “approved” decreased YOY by 29%. This is due to a variety of reasons such as no longer requiring a permit for indoor events, and a reduced number of applications because of the lower limit on days per quarter.
- The increase of denials YOY for 2016 are due to application not meeting event criteria as required in Special Event Ordinance such as street closure impacts to other businesses or compromised pedestrian safety (all on Indian Plaza), or the application being entirely retail driven.
- Applications “Not required” was new for 2016 due to application submittals being made only online. Staff cannot review an application unless we assign a case number. Prior to July 1, 2016, staff reviewed the hard copy application and would notify the applicant if approval and permits were not required.

Table 2. Special Event Fee Comparisons

	July-December 2015			July-December 2016		
	Permits	Fees	Average	Permits	Fees	Average
Review Fees	124	\$10,788	\$87	69	\$5,175	\$75
Private Property Permits	84	\$8,820	\$105	42	\$1,050	\$25
Public Property Permits	43	\$6,837	\$159	39	\$6,825	\$175
City Property Use Fees	-	-	-		\$19,627	
Total		\$26,445			\$32,677	

- In 2016, a total of 81 permits were issued; however, only 69 applicants paid the review fee. Discussions as well as communication and training continue with Planning and One Stop Shop to resolve.

Reported Gross Receipts Prior to Non-Taxable Deductions

Downtown (Based on Areas A through E of the Former Enhanced Municipal Service Districts "EMSD")

Total Downtown		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Total
CY 2010		16,294,406	17,958,595	23,650,512	30,925,172	15,667,426	13,531,249	10,713,180	12,807,976	11,941,243	15,883,699	15,570,794	19,553,281	204,497,534
CY 2011		18,881,958	20,161,019	27,535,693	35,310,688	16,730,356	13,435,869	11,874,899	14,467,378	14,629,372	16,272,346	17,330,338	22,545,583	229,175,498
CY 2012		18,757,917	22,593,797	33,588,937	33,593,745	17,106,729	15,498,128	12,653,462	14,827,231	14,358,859	16,331,213	19,188,990	24,483,324	242,982,333
CY 2013		19,924,104	22,057,493	31,709,372	35,406,204	20,081,256	16,799,522	15,223,237	17,732,228	19,388,221	18,326,086	22,050,613	27,149,429	265,847,766
CY 2014		23,178,433	23,845,103	31,585,630	38,654,985	20,911,157	18,749,926	14,139,607	16,139,210	16,263,112	20,366,477	22,137,429	26,240,868	272,211,936
CY 2015		22,619,953	24,385,652	34,069,029	36,197,930	21,415,103	17,494,323	14,677,294	15,973,129	15,626,109	20,808,810	20,017,512	25,534,264	268,819,109
CY 2016		21,016,924	23,364,818	30,615,376	32,303,299	19,968,318	16,218,297	15,198,133	16,464,046	19,302,675	20,958,290	23,923,082	26,698,973	266,032,232
15 v 16 % Change		-7%	-4%	-10%	-11%	-7%	-7%	4%	3%	24%	1%	20%	5%	-1%

Former EMSD-A (5th Ave)		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Total
CY 2010		2,621,569	2,677,056	3,595,363	2,760,933	2,445,712	2,287,697	1,648,750	2,104,465	2,039,222	2,457,278	2,707,157	2,904,774	30,249,976
CY 2011		2,854,735	2,736,074	3,549,767	3,025,333	2,809,230	2,479,566	2,031,383	2,541,622	2,669,470	2,852,301	3,285,581	3,607,518	34,442,580
CY 2012		2,755,914	3,411,732	4,015,283	3,458,379	3,285,789	2,763,337	2,396,357	2,439,119	2,708,279	3,118,645	3,264,890	3,761,426	37,379,151
CY 2013		3,604,652	3,541,799	4,699,576	3,859,592	3,485,574	2,708,843	3,038,909	3,379,051	3,703,323	4,289,438	4,115,486	5,076,493	45,502,736
CY 2014		4,266,007	4,385,244	5,342,866	4,407,412	4,609,823	3,485,800	3,192,854	3,134,598	3,348,512	3,888,129	3,929,209	4,905,695	48,896,147
CY 2015		4,292,476	4,956,473	5,825,639	4,673,846	4,387,674	3,930,580	3,431,773	3,966,312	3,524,729	4,993,899	4,438,378	5,065,028	53,486,807
CY 2016		4,174,663	4,793,443	5,670,980	4,855,054	4,739,320	3,840,006	3,299,254	4,212,808	4,602,462	4,588,020	4,868,749	5,481,511	55,126,270
15 v 16 % Change		-3%	-3%	-3%	4%	8%	-2%	-4%	6%	31%	-8%	10%	8%	3%

Former EMSD-B (Marshall Way)		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Total
CY 2010		1,899,265	1,558,903	2,408,940	1,964,643	1,907,805	1,741,005	1,245,089	2,094,937	1,092,339	1,691,035	1,738,544	3,536,586	22,879,090
CY 2011		2,332,047	2,401,059	3,797,986	2,167,026	1,805,187	1,586,556	1,093,391	1,801,461	2,000,138	1,173,524	1,846,790	4,762,765	26,767,932
CY 2012		2,253,538	2,795,587	2,430,130	2,464,679	2,312,807	1,555,689	1,564,950	1,185,598	1,254,287	1,485,662	2,883,664	4,180,223	26,366,815
CY 2013		1,691,317	2,442,351	2,477,776	1,855,747	2,205,584	2,124,197	1,162,693	2,941,063	3,425,505	1,442,191	2,299,584	5,036,069	29,104,077
CY 2014		2,279,985	2,543,892	2,197,290	2,319,989	2,146,071	1,841,247	1,752,170	1,539,834	1,538,975	1,706,577	1,546,787	4,193,116	25,605,933
CY 2015		2,242,499	2,405,705	2,623,421	2,211,802	2,044,214	1,909,954	1,457,160	1,921,744	1,345,627	2,440,558	1,974,534	4,158,773	26,735,989
CY 2016		2,163,225	2,280,562	2,531,074	1,819,096	1,520,489	1,845,856	1,903,129	1,664,251	1,949,804	2,373,369	2,984,171	3,894,880	26,929,905
15 v 16 % Change		-4%	-5%	-4%	-18%	-26%	-3%	31%	-13%	45%	-3%	51%	-6%	1%

Former EMSD-C (West Main Street)		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Total
CY 2010		4,738,653	6,154,596	7,263,801	18,011,233	4,363,655	4,073,902	2,921,598	3,667,116	3,523,877	4,360,108	4,155,981	5,298,547	68,533,067
CY 2011		5,307,179	6,514,021	8,037,561	21,210,535	4,778,958	3,597,635	3,216,568	4,754,404	3,517,487	4,158,671	4,746,813	5,469,390	75,309,223
CY 2012		5,083,597	6,873,812	13,423,092	18,937,815	3,980,298	4,732,698	3,097,076	5,121,584	3,656,853	4,055,359	4,778,108	6,101,931	79,842,223
CY 2013		5,470,507	6,090,878	7,874,923	18,926,924	5,268,800	4,124,996	3,492,851	4,514,172	4,311,307	4,244,013	6,098,857	6,663,564	77,081,790
CY 2014		5,564,362	7,055,419	8,699,696	20,832,747	5,041,958	5,132,380	3,450,153	4,883,991	4,265,299	4,603,051	7,602,604	6,289,191	83,420,852
CY 2015		5,725,689	5,986,531	8,293,094	18,132,671	5,980,567	5,003,295	3,911,288	3,768,227	3,671,450	4,709,740	5,001,272	7,263,972	77,447,795
CY 2016		5,180,302	5,333,571	7,920,814	15,252,681	4,750,415	4,246,061	3,383,282	3,908,990	5,268,763	5,260,093	7,035,396	7,144,911	74,685,278
15 v 16 % Change		-10%	-11%	-4%	-16%	-21%	-15%	-13%	4%	44%	12%	41%	-2%	-4%

Former EMSD-D (Old Town)		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Total
CY 2010		4,205,228	4,651,800	6,738,213	5,110,687	4,074,719	3,024,831	2,723,234	2,751,664	2,926,869	4,099,952	4,041,484	4,831,065	49,179,747
CY 2011		4,742,315	5,072,936	7,825,716	5,349,413	4,380,191	3,243,986	3,212,071	3,011,618	3,342,027	4,735,437	4,542,590	5,600,607	55,058,906
CY 2012		4,880,330	5,729,885	8,615,641	5,341,723	4,307,366	3,454,440	3,022,736	3,148,562	3,587,923	4,343,047	4,712,248	5,439,003	56,582,905
CY 2013		5,028,737	5,727,868	8,433,139	5,968,307	4,758,437	3,613,879	3,069,153	3,327,874	3,567,141	4,594,117	4,946,688	5,576,668	58,612,011
CY 2014		5,122,812	6,229,264	9,161,410	6,113,066	5,310,238	3,766,615	3,289,259	3,806,251	3,983,480	5,156,786	5,454,443	5,732,046	63,125,672
CY 2015		5,966,552	6,686,826	9,574,122	6,565,520	5,400,674	3,995,147	3,525,522	3,646,239	3,850,317	5,138,855	5,301,161	5,566,949	65,217,885
CY 2016		5,878,508	6,794,917	9,488,380	6,563,283	5,355,797	3,538,367	3,795,910	3,695,679	4,226,817	5,202,579	5,468,778	6,408,420	66,417,436
15 v 16 % Change		-1%	2%	-1%	0%	-1%	-11%	8%	1%	10%	1%	3%	15%	2%

Former EMSD-E (Brown & Stetson)		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Total
CY 2010		2,829,692	2,916,240	3,644,196	3,077,677	2,875,536	2,403,813	2,174,509	2,189,793	2,358,936	3,275,326	2,927,627	2,982,309	33,655,654
CY 2011		3,645,682	3,436,930	4,324,662	3,558,381	2,956,791	2,528,125	2,321,485	2,358,272	3,100,249	3,352,413	2,908,564	3,105,303	37,596,857
CY 2012		3,784,538	3,782,780	5,104,790	3,391,148	3,220,469	2,991,964	2,572,344	2,932,367	3,151,517	3,328,500	3,550,080	5,000,741	42,811,239
CY 2013		4,128,891	4,254,598	8,223,957	4,795,635	4,362,861	4,227,607	4,459,631	3,570,068	4,380,946	3,756,326	4,589,998	4,796,636	55,547,153
CY 2014		5,945,266	3,631,283	6,184,368	4,981,770	3,803,067	4,523,885	2,455,171	2,774,537	3,126,845	5,011,934	3,604,386	5,120,820	51,163,332
CY 2015		4,392,737	4,350,118	7,752,754	4,614,093	3,601,974	2,655,346	2,351,551	2,670,607	3,233,986	3,525,759	3,302,168	3,479,542	45,930,634
CY 2016		3,620,224	4,162,325	5,004,129	3,813,185	3,602,297	2,748,008	2,816,558	2,982,318	3,254,830	3,534,229	3,565,988	3,769,252	42,873,343
15 v 16 % Change		-18%	-4%	-35%	-17%	0%	3%	20%	12%	1%	0%	8%	8%	-7%

Includes only businesses classified as Miscellaneous Retail Stores or Restaurants/Bars
% Change is the change for the most current month vs. the same month in the prior year

Reported Gross Receipts Prior to Non-Taxable Deductions

Downtown (Based on Areas A through E of the Former Enhanced Municipal Service Districts "EMSD")

	Misc. Retail Stores											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
CY 2010	8,777,621	10,112,198	12,959,195	22,334,984	7,837,923	7,296,499	4,802,995	6,950,151	5,803,559	8,289,914	8,059,164	11,796,177
CY 2011	9,604,482	11,239,281	15,145,090	25,779,947	8,544,539	6,817,014	5,497,557	8,475,927	7,783,791	8,493,792	9,460,399	13,938,887
CY 2012	9,597,581	12,604,784	19,717,074	24,249,391	8,282,965	8,128,872	5,822,291	7,604,281	6,736,404	7,877,937	10,104,640	14,664,054
CY 2013	10,055,929	11,443,169	16,586,065	24,740,848	9,894,740	8,889,409	8,256,522	9,845,486	11,448,901	8,963,184	12,064,483	17,053,945
CY 2014	12,392,671	12,224,146	15,532,796	26,550,996	9,852,184	10,926,350	7,048,186	8,054,589	8,216,550	10,584,641	11,510,371	15,345,415
CY 2015	10,077,172	11,527,943	17,917,013	23,909,363	10,175,025	9,091,284	7,152,296	7,765,927	7,863,688	10,568,477	9,805,883	15,092,247
CY 2016	9,185,269	10,324,186	13,813,457	19,338,621	8,712,449	8,053,353	6,468,727	7,952,097	9,366,244	9,713,074	12,494,189	14,682,094
15 v 16 % Change	-9%	-10%	-23%	-19%	-14%	-11%	-10%	2%	19%	-8%	27%	-3%

	Restaurants											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
CY 2010	7,516,785	7,846,397	10,691,317	8,590,189	7,829,503	6,234,750	5,910,185	5,857,825	6,137,685	7,593,785	7,511,630	7,757,105
CY 2011	9,277,475	8,921,738	12,390,603	9,530,741	8,185,817	6,618,854	6,377,342	5,991,451	6,845,581	7,778,553	7,869,940	8,606,696
CY 2012	9,160,336	9,989,013	13,871,863	9,344,354	8,823,764	7,369,256	6,831,172	7,222,950	7,622,455	8,453,276	9,084,350	9,819,271
CY 2013	9,868,175	10,614,324	15,123,307	10,665,356	10,186,516	7,910,113	6,966,716	7,886,742	7,939,320	9,362,902	9,986,130	10,095,484
CY 2014	10,785,762	11,620,957	16,052,833	12,103,989	11,058,973	7,823,576	7,091,421	8,084,621	8,046,562	9,781,836	10,627,058	10,895,452
CY 2015	12,542,781	12,857,709	16,152,017	12,288,567	11,240,079	8,403,039	7,524,997	8,207,202	7,762,421	10,240,333	10,211,629	10,442,017
CY 2016	11,831,655	13,040,633	16,801,919	12,964,678	11,255,870	8,164,944	8,729,406	8,511,949	9,936,431	11,252,917	11,428,893	12,016,879
15 v 16 % Change	-6%	1%	4%	6%	0%	-3%	16%	4%	28%	10%	12%	15%

% Change is the change for the most current month vs. the same month in the prior year

Reported Gross Receipts Prior to Non-Taxable Deductions

Other Downtown Areas Exclusive of Areas A through E

	Fashion Square												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Total
CY 2010	40,035,036	44,248,176	57,638,302	47,116,525	44,891,198	42,744,567	41,282,402	37,681,044	43,413,486	42,539,147	56,394,868	94,225,820	592,210,571
CY 2011	42,760,002	48,819,553	61,225,337	54,706,714	48,709,691	48,477,316	45,099,577	39,815,676	46,267,597	44,856,319	59,592,038	96,855,377	637,185,199
CY 2012	44,551,140	51,594,468	62,544,008	57,330,241	51,363,841	50,444,815	46,012,784	42,701,668	49,077,350	48,681,941	58,320,720	103,531,980	666,154,957
CY 2013	50,933,273	52,445,741	68,995,247	53,998,734	53,031,922	49,099,100	47,151,770	43,042,993	52,457,479	48,675,163	64,987,455	106,983,759	691,802,637
CY 2014	44,899,772	52,534,306	66,096,270	57,163,797	55,826,222	49,240,284	47,796,879	43,731,236	53,508,182	46,342,205	63,334,392	110,066,281	690,539,826
CY 2015	53,396,049	58,683,381	72,324,362	60,884,656	59,617,315	59,435,680	51,195,460	47,407,496	51,440,206	53,219,378	65,549,136	112,761,412	745,914,530
CY 2016	49,241,795	56,524,477	68,853,074	58,154,577	59,571,039	53,734,984	52,173,536	45,103,295	50,455,283	52,392,245	69,972,695	114,864,909	731,041,908
15 v 16 % Change	-8%	-4%	-5%	-4%	0%	-10%	2%	-5%	-2%	-2%	7%	2%	-2%

	Waterfront												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Total
CY 2010	2,735,194	2,811,078	3,226,304	3,292,384	2,531,976	2,321,780	2,248,112	2,139,636	2,078,193	2,689,356	2,662,210	3,452,245	32,188,468
CY 2011	3,100,192	2,930,524	3,486,641	3,015,027	2,333,301	2,066,802	2,064,681	1,967,379	1,882,446	2,351,499	2,480,289	2,997,652	30,676,434
CY 2012	2,554,893	2,702,649	3,150,492	2,976,670	2,561,555	2,091,141	2,049,341	1,952,999	1,903,698	2,307,583	2,225,359	2,640,725	29,117,105
CY 2013	2,601,848	2,759,820	3,175,755	3,005,963	2,653,778	2,014,332	2,110,073	2,001,982	1,886,090	2,514,999	2,553,771	3,083,003	30,361,415
CY 2014	2,456,101	2,675,543	3,271,289	3,122,265	2,437,397	1,962,805	1,974,375	1,950,459	1,892,613	2,402,358	2,471,240	2,927,557	29,544,002
CY 2015	3,036,338	2,845,578	3,406,231	3,088,015	2,617,219	2,113,623	2,232,376	2,034,837	2,031,629	2,400,490	2,517,896	2,811,080	31,135,312
CY 2016	2,941,428	2,977,579	3,469,730	3,092,816	2,645,557	2,196,887	2,280,249	2,138,504	2,177,016	2,662,945	2,767,770	3,014,136	32,364,615
15 v 16 % Change	-3%	5%	2%	0%	1%	4%	2%	5%	7%	11%	10%	7%	4%

Waterfront includes only businesses classified as Miscellaneous Retail Stores or Restaurants/Bars

Fashion Square includes only businesses classified as Miscellaneous Retail Stores, Major Department Stores, or Restaurants/Bars

% Change is the change for the most current month vs. the same month in the prior year

Reported Gross Receipts Prior to Non-Taxable Deductions Entire City of Scottsdale

	Misc. Retail Stores												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Total
CY 2010	263,226,882	265,423,747	364,731,757	314,318,524	286,235,145	311,872,789	262,543,623	291,240,006	356,083,278	270,426,694	335,991,290	460,644,826	3,782,738,563
CY 2011	336,505,984	215,086,336	300,245,447	289,989,655	233,095,907	237,117,559	265,089,289	217,903,307	253,857,336	220,597,763	230,358,254	412,299,703	3,212,146,539
CY 2012	265,913,424	228,610,422	302,583,586	281,970,444	230,162,087	254,679,420	204,072,331	209,630,097	249,510,026	231,856,056	254,363,377	413,417,212	3,126,768,484
CY 2013	240,958,935	242,498,413	288,435,666	282,688,550	246,851,180	258,477,512	256,180,189	228,470,512	272,645,804	251,140,070	265,984,141	400,321,038	3,234,652,010
CY 2014	257,787,825	252,661,808	316,286,788	296,495,071	254,636,532	259,063,450	217,630,522	225,378,418	259,977,571	263,239,997	273,413,442	468,725,931	3,345,297,357
CY 2015	254,611,053	250,707,013	326,428,344	291,916,264	250,825,234	288,879,737	237,056,946	243,203,241	289,251,218	272,875,984	278,698,952	553,165,598	3,537,619,582
CY 2016	272,814,731	275,977,224	333,651,110	303,902,076	289,516,422	308,788,641	259,403,277	272,119,734	308,906,550	294,456,192	322,810,140	513,441,070	3,755,787,167
15 v 16 % Change	7%	10%	2%	4%	15%	7%	9%	12%	7%	8%	16%	-7%	6%

	Restaurants												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Total
CY 2010	64,480,404	66,464,125	79,257,172	66,510,295	61,081,380	53,330,650	49,873,996	50,594,813	54,440,307	60,334,668	60,629,536	66,729,582	733,726,929
CY 2011	69,988,912	69,671,613	86,381,108	72,452,514	64,982,321	57,639,322	53,316,576	53,114,193	56,800,663	63,862,430	65,162,573	73,010,953	786,383,177
CY 2012	71,861,044	76,922,884	94,137,570	76,926,926	68,477,861	61,677,798	53,838,361	57,542,689	59,986,882	65,861,426	69,147,448	75,726,115	832,107,006
CY 2013	73,817,223	78,775,756	98,023,163	78,199,314	73,936,598	62,668,657	56,418,169	61,625,439	61,993,435	69,890,365	74,644,371	78,699,386	868,691,876
CY 2014	80,207,611	83,644,870	101,967,324	84,059,035	79,970,204	65,076,488	61,297,349	66,581,173	67,236,294	76,747,816	79,677,604	85,427,470	931,893,238
CY 2015	99,293,194	92,945,583	110,768,010	88,661,746	84,675,518	70,107,924	65,407,632	68,026,828	69,908,743	81,143,688	81,017,558	87,927,090	999,883,514
CY 2016	92,420,105	97,472,070	111,961,985	93,909,631	85,458,765	71,544,334	69,888,621	71,739,754	76,743,749	80,316,045	81,710,556	86,742,387	1,019,908,002
15 v 16 % Change	-7%	5%	1%	6%	1%	2%	7%	5%	10%	-1%	1%	-1%	2%

% Change is the change for the most current month vs. the same month in the prior year

The information provided is based on accounts contained in the Sales Tax system with a service address that falls within the specified range for each area. Although it is felt that the current method of reporting on businesses within specified address ranges yields the most accurate results possible, the accuracy of these figures may be affected by a number of factors including:

- **Invalid service address** – businesses can inadvertently list the service address differently from the actual, physical address, or an invalid address could be entered into the system.
- **Non-Scottsdale Service Address** – Although very rare, there are some instances where businesses indicate a non-Scottsdale mailing and service address, which would exclude them from the report.
- **Payments Received through Arizona Department of Revenue** – Only those businesses within the area with an ADOR TPT license number have been included in the report. Due to the data that is provided, it was not included in the entire city figures due to the time that would be required to ensure the accuracy of the amounts.

Validation checks have been performed on the reported data to minimize the impact of these factors.



Downtown Sales Tax Trends

Tourism Development Commission

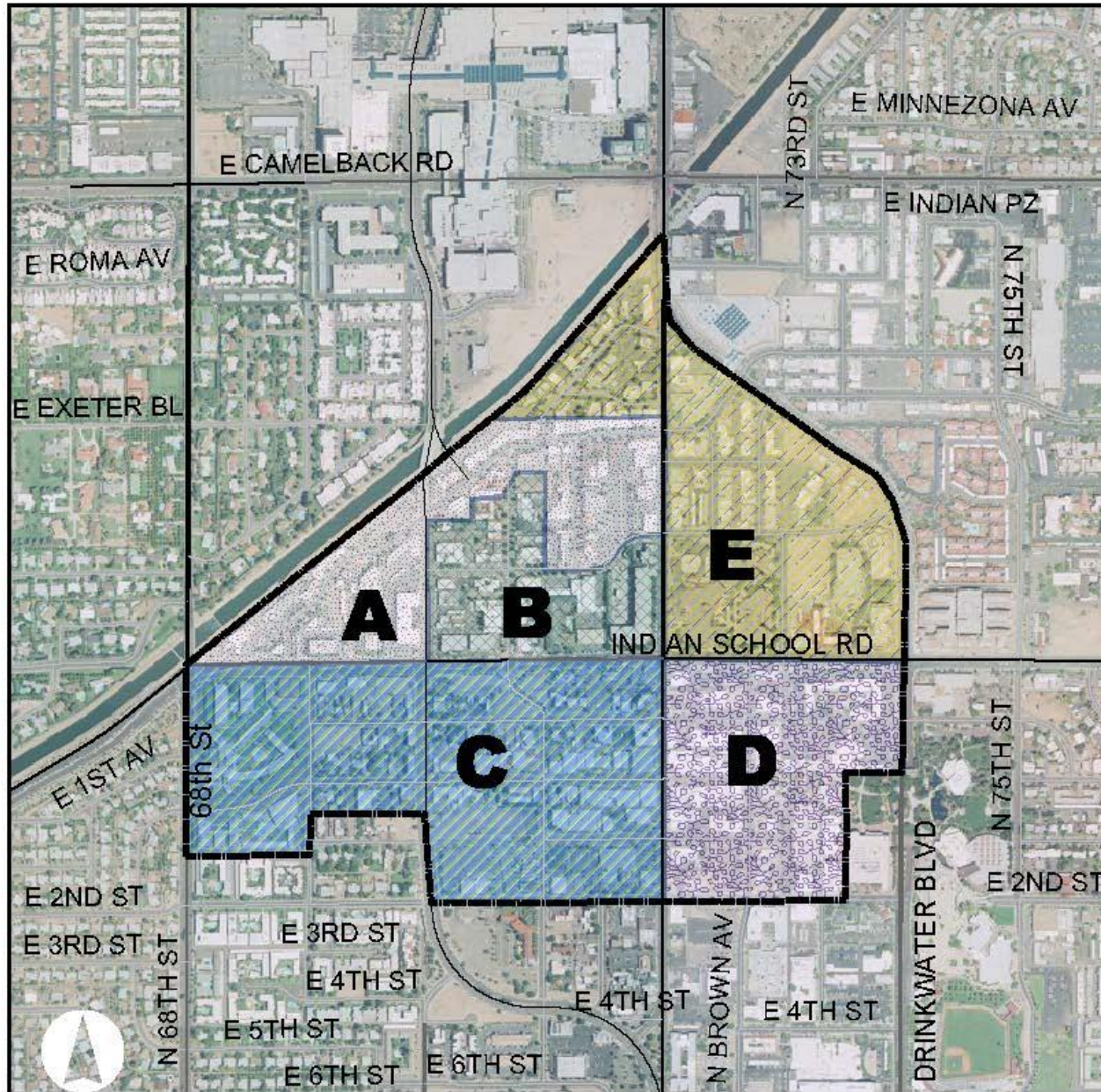
March 21, 2017

Overview – Downtown Specialty Districts

- On a quarterly basis, the city compiles taxable sales for miscellaneous retail and restaurants in the Downtown Specialty Districts, Waterfront, Fashion Square and Citywide
- Does not include areas in the official Downtown Character Area Plan boundaries but outside the former Enhanced Municipal Services District boundaries



Former
Enhanced Municipal Services District (EMSD) Representation



Overview – Downtown Specialty Districts

- After four straight years of year-over-year increases, there have been two consecutive years of small declines (1%) in taxable sales in the Downtown Specialty Districts
- Within the districts, results have been mixed. Three of the districts increased, while two districts declined
- When comparing the last six months of 2016 to 2016, the Downtown Specialty Districts are up 9% from the same period in the prior year



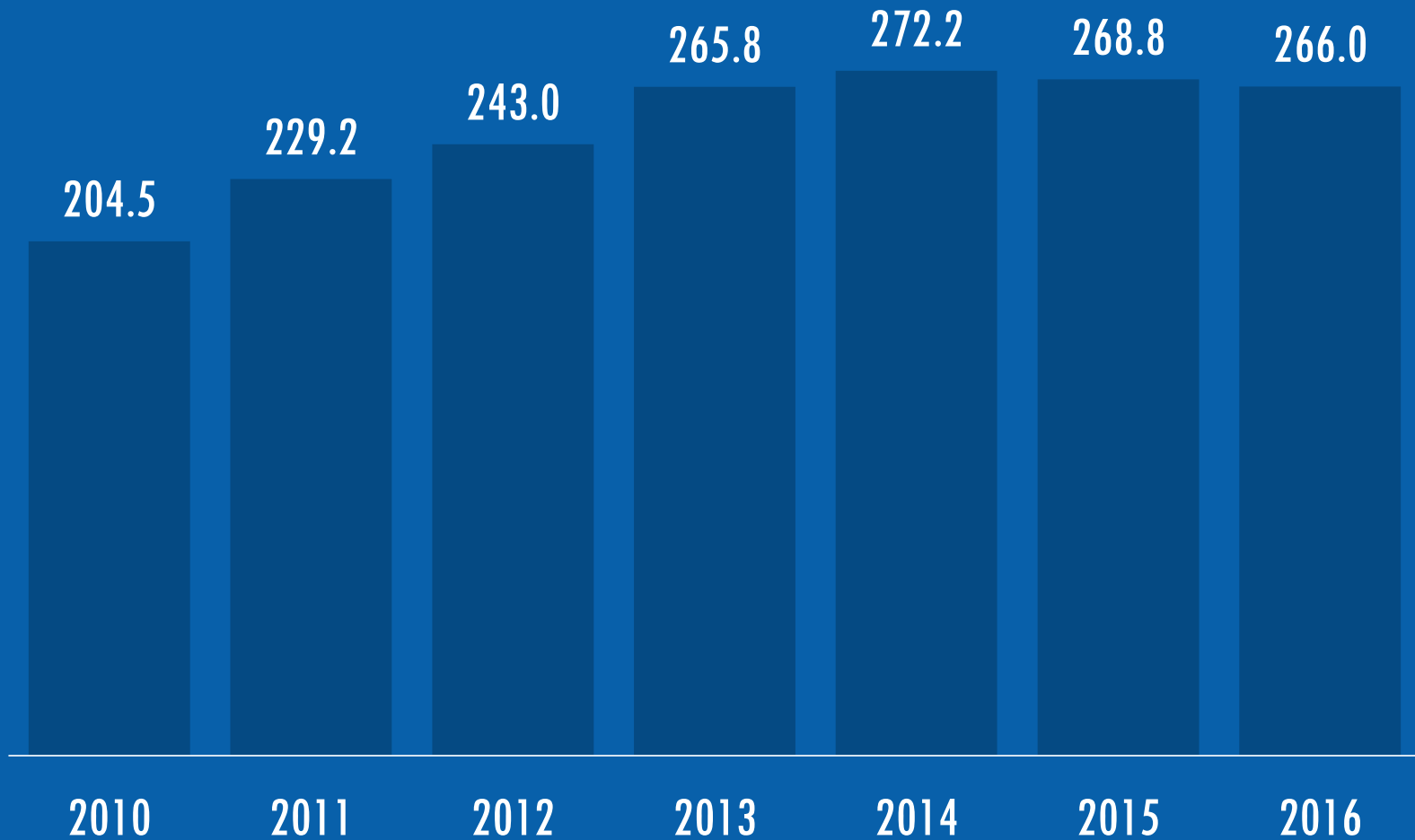
Year over Year Change 2015-2016

Area	2016 Taxable Sales (in millions)	\$ Change (in millions)	% Change from 2015
A. Fifth Avenue	55.13	1.64	3%
B. Marshall Way	26.93	0.19	1%
C. West Main	74.69	(2.76)	-4%
D. Old Town	66.42	1.20	2%
E. Brown/Stetson	42.87	(3.06)	-7%
Downtown Specialty Districts Combined	266.03	(2.79)	-1%
Waterfront	32.36	1.23	4%
Fashion Square	731.04	(14.87)	-2%

Downtown Specialty Districts compared to Citywide

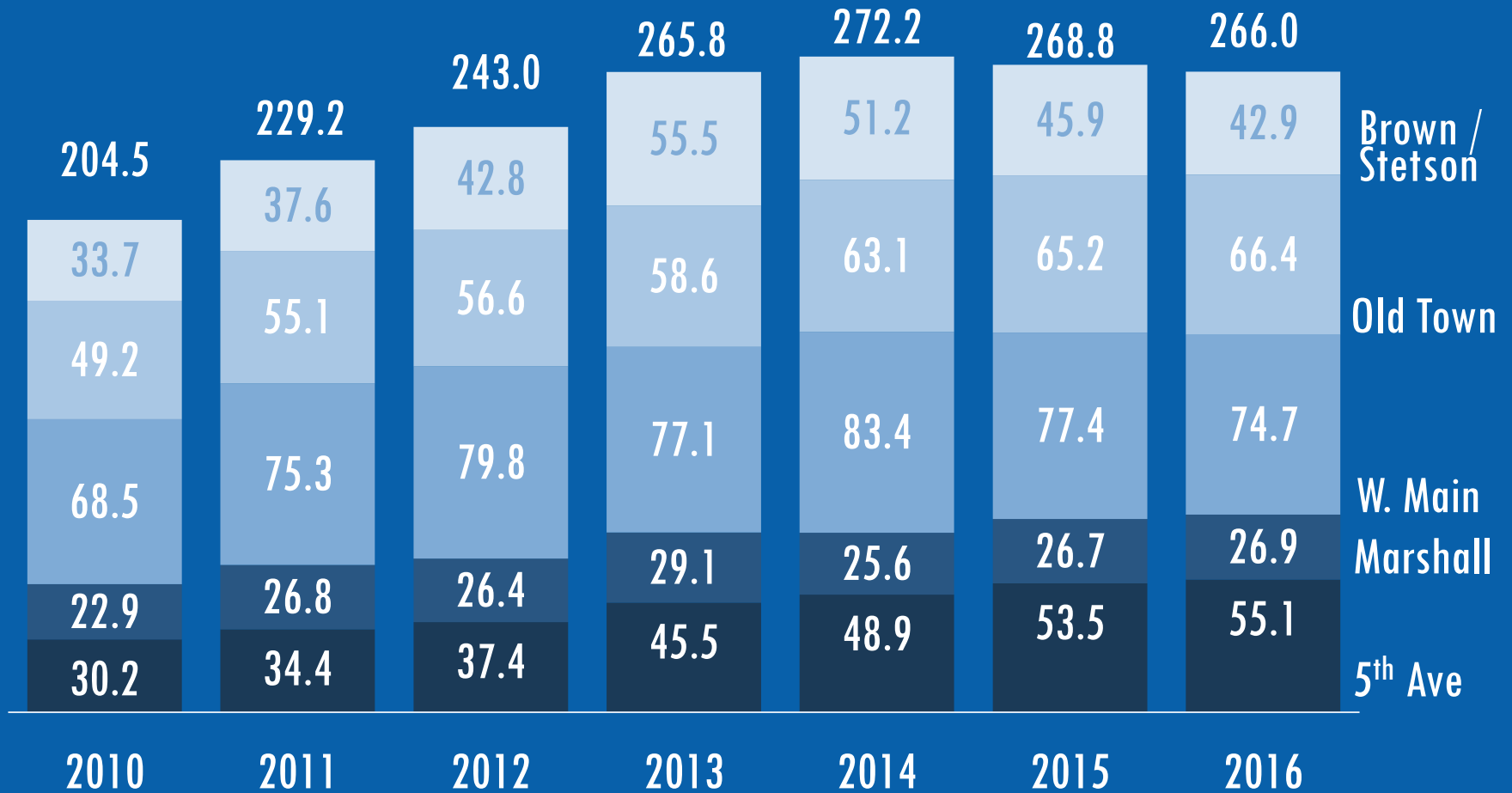
- Miscellaneous Retail in Downtown Specialty Districts is down 8% while citywide it is up 6%.
- Restaurants in Downtown Specialty Districts are up 6% which is greater than Citywide Restaurants which are up 2%

Total Taxable Sales In Millions
Downtown Scottsdale Areas A-E of Former EMSD



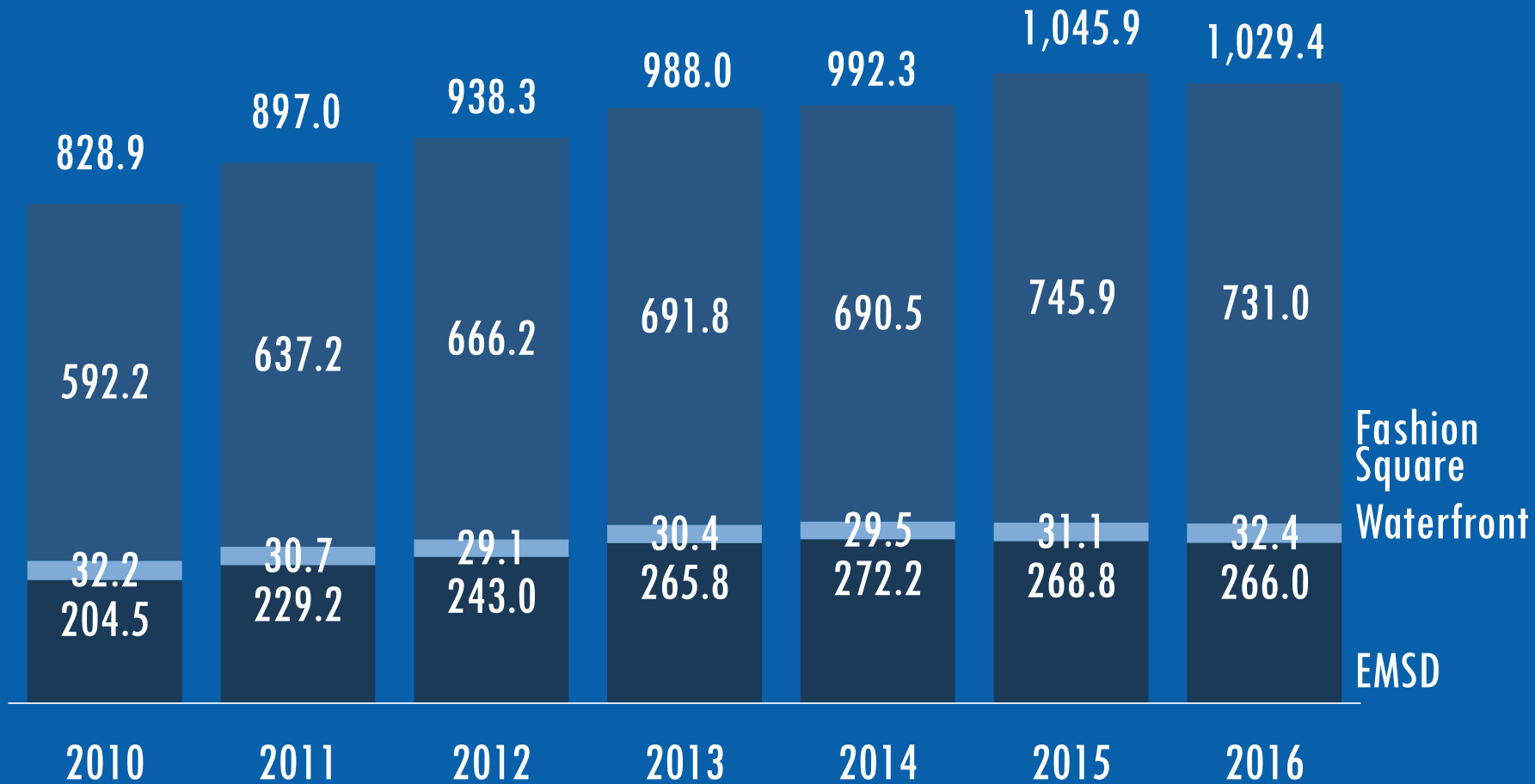
Includes only businesses classified as Miscellaneous Retail Stores or Restaurants/Bars

Total Taxable Sales In Millions Downtown Scottsdale Areas A-E of Former EMSD



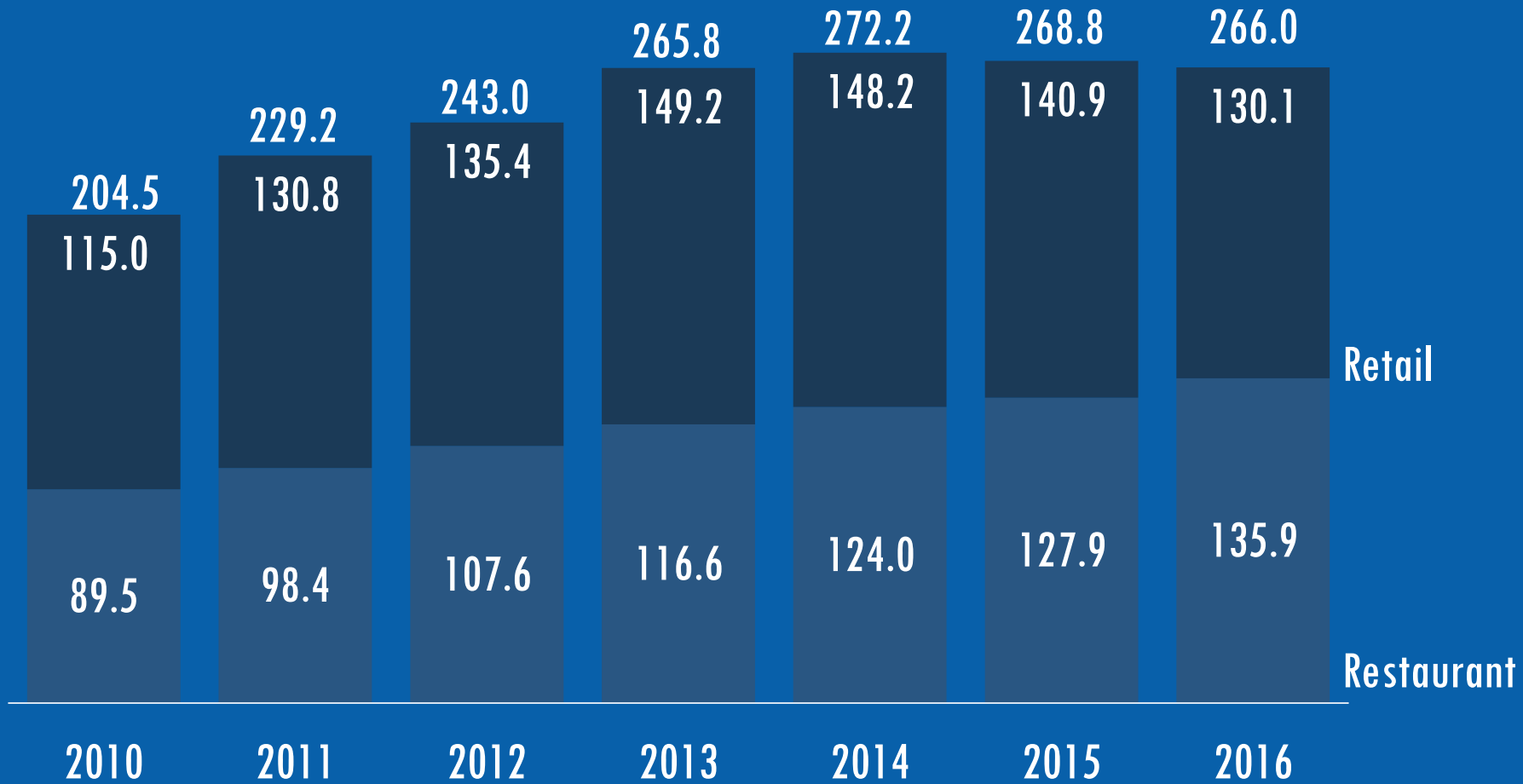
Includes only businesses classified as Miscellaneous Retail Stores or Restaurants/Bars

Total Taxable Sales In Millions
Former EMSD, Plus Waterfront and Fashion Square

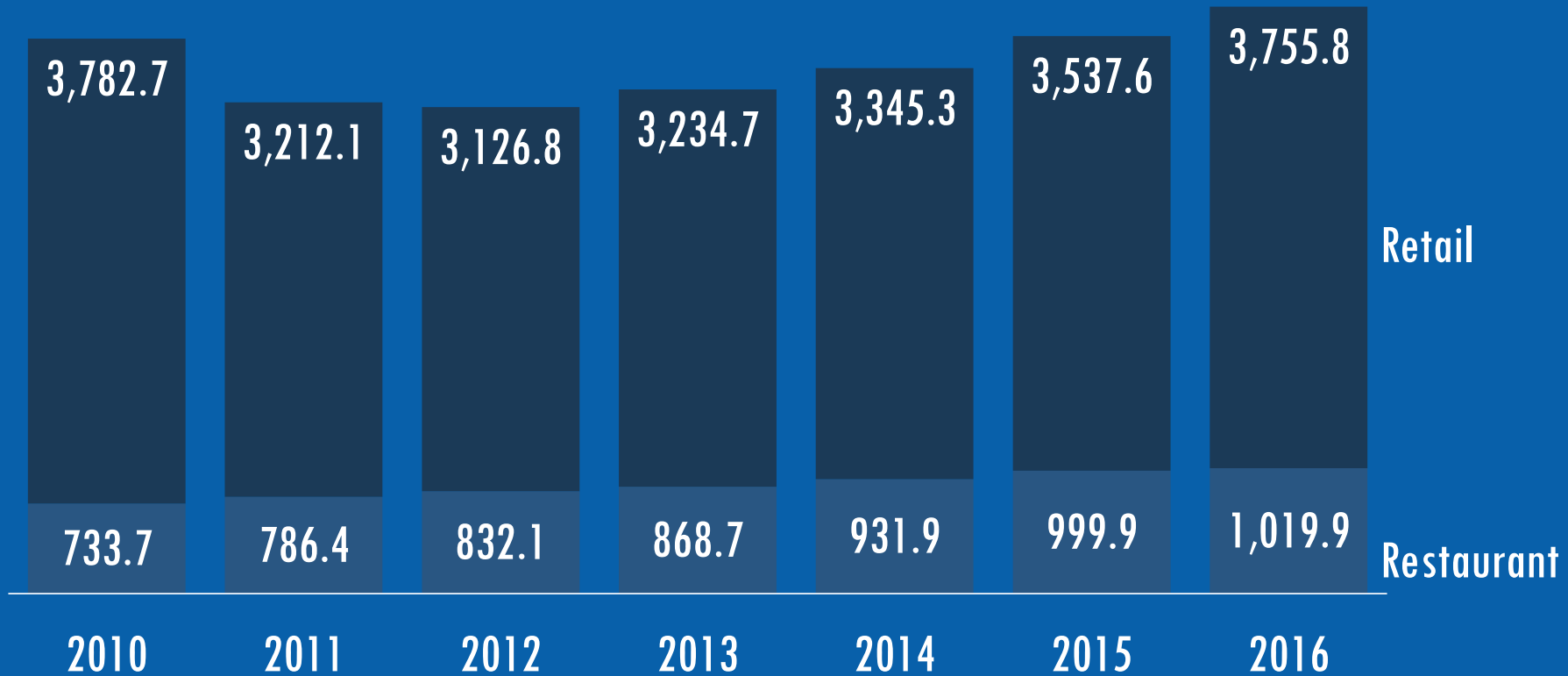


Includes only businesses classified as Miscellaneous Retail Stores or Major Dept. Stores or Restaurants/Bars

Total Taxable Sales By Category In Millions
Downtown Scottsdale Areas A-E of Former EMSD



Total Taxable Sales By Category In Millions Citywide





Downtown Sales Tax Trends

Tourism Development Commission

March 21, 2017